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ABSTRACT

A 3-year project to generate awareness and utilization of the nontraditional services offered by the Florida public libraries is described. The presentation is divided into two sections: an overview of the program to date and examples from the media campaign. Within section 1, three distinct phases of the project are identified and described: planning, implementation of a public awareness campaign, and implementation of a business awareness campaign. For the planning phase, procedures for selection of offices, equipment, personnel, advertising sites, and slogans are outlined. For the implementation phases, media and interlibrary aspects of the campaign are described and assessed based on follow-up surveys. Nationwide recognition of the program is noted. Changes made for the 1983-84 program are summarized briefly. To emphasize the scope and focus of the program, examples of the campaign's television advertising are provided in section 2. The program's focus on reaching a diverse audience is reflected in spots on construction workers, the elderly, families, teenagers, and Florida celebrities, all of whom use the library. (LP)

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IT'S OK TO GET SMART WITH US--WE'RE YOUR PUBLIC LIBRARY.

A STATEWIDE MULTIMEDIA PUBLIC AWARENESS CAMPAIGN.

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
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Liliane Parbot Johnson, Comp.

April 1982

Council for Florida Libraries
State Library of Florida
Tallahassee, Florida

IR 060 020

STATEWIDE PR PROGRAM

FINAL REPORT

The program was originally planned for a period of 18 months starting April 1, 1981. It was renewed for an additional 12 months ending September 30, 1983. Three distinct periods of the entire program can be identified as follow:

April 1, 1981, through September 30, 1981

Opening of office and planning of campaign.

October 1, 1981, through September 30, 1982

Production and implementation of statewide multimedia public awareness campaign on the theme "We're Your Public Library -- It's OK to get smart with US."

October 31, 1982, through September 30, 1983

Planning, production and implementation of multimedia statewide campaign aimed at the business community on the theme "We Do More Than Keep The Books -- At Your Library."

OFFICE AND CAMPAIGN PLANNING

- A three-room office was rented at 201 West Park Avenue in Tallahassee, furnished and equipped with business machines. (Please see attached inventory.)

- A "Library Information Officer" and a Secretary IV were hired.

- The slogan "We're Your Public Library -- It's OK to get smart with US" was selected and graphics were created for the logo.

- Television and radio scripts were written, and a private producer was contracted to film five TV spots, record five radio spots, and provide the mechanicals for a poster and a camera-ready quarter-page size newspaper ad. (This particular project was co-sponsored by the Florida Department of Education.)

- A contract was signed with a news service for the printing of four camera-ready sheets of articles photographs, fillers, and logos. The service included mailing to over 400 newspapers.

- The panels for outdoor billboards were ordered and outdoor advertisers were contacted to request donation of advertising space as a community service.

- Camera-ready sheets of logos were ordered and received.

- A change of personnel occurred when the library information officer resigned in September. The new library information office director took over in November.

1982-1983 CAMPAIGN

"We're Your Public Library -- It's OK to get Smart with US"

OBJECTIVE: To increase public awareness of the variety of services offered by Florida Public Libraries in addition to the traditional book loan service. The program's goal was to reach the entire population of Florida. (1980 U.S. Census: pop. 9,739,992)

FEATURE ARTICLES: 15 articles with seven photographs and several fillers were prepared to be set in camera-ready form by the news service.

MEDIA CHANNELS: Television, radio, newspapers, outdoor billboards, posters, lapel stickers, buttons, key chains.

IMPLEMENTATION: through the local libraries. The cooperation of local library directors and their staff was sought through the use of a newsletter, frequent correspondence, telephone calls, and personal contacts at regional meetings and conventions, or visits to libraries by the Library Information Officer.

NEWSLETTER: Started December 15, 1981. Originally was mailed to 50 directors of Library systems and other officials. Within a few weeks, requests for the semi-monthly newsletter increased mailing to over 200. In June, a bulk mailing permit was granted by the U.S. Postal Service and the roster was increased to 520 to include branch library directors, presidents of Friends of the Library groups, and other library affiliated people.

DISTRIBUTION: Through local Libraries. Except for billboards, and newspaper material which were sent directly to the newspapers by the news service, the promotion material was mailed to the local libraries in amounts requested by the directors or their community relations specialists. Personal contact by the local librarians with media representatives was encouraged by the Library Information Officer to promote goodwill and cooperation on the part of media representatives, especially among PSA (Public Service Announcement) directors and newspaper editors.

OTHER FUNCTIONS OF LIBRARY INFORMATION OFFICE: Photography, press releases, feature articles, for professional publications and the mass media; filled requests for information; made presentations to explain PR program.

RESULTS: A survey was made among 18 library system directors whose facilities serve a combined population of over 4.7 million people. This indicated that PSA's had been well received by television stations and aired frequently, even during prime time. Many library patrons indicated they had called or visited their library after viewing one of the spots.

The outdoor billboards had a combined "Daily Effective Circulation" of 1,449,600. With each billboard being on display an average of 30 days, this means that they were seen by a pair of human eyes more than 43 million times.

Published newspaper articles received by the Library Information Office within five months following distribution to newspapers totalled 52. They appeared in 25 publications with a combined circulation of 300,000. Other newspaper material, continued to be used by publishers, as long as a year later.

The Library Information Office Steering Committee hired the Tallahassee PR firm of Madison, Unger and Webb, Inc., to evaluate results. The firm reported that the "We're Your Public Library -- It's OK to get smart with US" campaign generated an increase in telephone calls of 25 to 30 percent. The data were collected from seven library systems serving a combined population of nearly 3.3 million.

NATIONAL AWARD: The campaign received a John Cotton Dana Library Relations Award "... for a year-long library public relations program of outstanding quality and effectiveness... an imaginative, unified, well-organized and well-conducted campaign focusing on a clever theme and utilizing all media to increase library use across the state."

NATIONWIDE RECOGNITION: The Arizona (Library) Public Relation Task Force has adopted the "We're Your Public Library -- It's OK to get smart with US" campaign for their statewide public awareness needs with an initiation date of October 1983.

Other states requested information to model their own campaign on the Council's 1982-83 campaign. In addition, a number of requests for permission to use the slogan were received by the Library Information Office and granted.

1983-84 CAMPAIGN

"We Do More Than Keep The Books -- At Your Library"

The campaign was designed by Wilson, Frankel, Walton and More, Inc. (formerly of Madison, Unger and Webb). The consultants created and produced TV spots, logo sheets, billboards, snipe panels, posters, buttons, bumper stickers, lapel stickers, and newspaper ads. A mailing of 206 letters signed by Secretary of State George Firestone went out to large corporations' presidents or chairmen to request that they use the campaign's slogan and logo in their promotional material, such as newspaper ads and outdoor billboards.

The consultants developed a workshop format to be presented at eight locations in the state to instruct librarians on how to implement the campaign. The workshops were conducted by the Library Information Officer and the State Library Consultant responsible for that particular district.

MEDIA CHANNELS: Television, newspapers, magazines, outdoor billboards, posters, stickers, buttons.

IMPLEMENTATION: Local librarians were instructed to contact business people to request that library promotional material be added to the business' newspaper ads, billboards, in-house publications, and that posters be displayed within the business locale. TV spots were also distributed to stations by librarians.

RESULTS: At the time this report is written, the 1983-84 campaign has only run a course of four months; therefore, no survey has yet been taken to evaluate the results.

LIO/DOE
Get Smart With Us TV Campaign
TV #1/:60

Peter Barton Productions
July 20, 1981
Draft #4

WOMEN/FLOWER SHOP

VIDEO	AUDIO
EXT. DAY EST. SHOT Camera is outside a quaint flower shop where a banner reading "Grand Opening" is clearly visible. A Rolls Royce pulls up to the front door as camera zooms into front door of shop where two women are setting up.	Music up and under
INT. MS. A lady of obviously high society walks up to the counter where the two shopkeepers greet her. They take out a pad and begin writing, anxious to please such an important customer. The shopkeepers stop and look at each other -- stricken. Then look back at the customer. Customer turns and walks away; camera stays on MS shopkeepers	CUSTOMER: I'm giving a very important dinner party this evening and I just found out that the Ambassador's wife is extremely fond of Classic Victorian flower arrangements, so I simply must have one, and be sure to include Bouvardia and Phlox...her favorites you know. (OFF CAMERA) I'll be back at 4:00. (SND EFX) bells on door tinkling as it opens and closes.
Shopkeepers look at each other helplessly.	SHOPKEEPERS: (over SND EFX) (in unison) "Classic Victorian??"
Cut back to room of shop where women are flipping through books frantically.	WOMAN #1: "Classic Victorian" isn't in any of these books...what should we do?

VIDEO	AUDIO
	WOMAN #2: I know! Let's call the library! They gave us information we needed about licensing and management when we first started this shop...I bet they can help us with this too!
Woman #1 reaches into a bouquet of daisies and pulls out a telephone receiver,	
	ANNOUNCER: It's OK to get smart with us. We're your public library.
Cut to front desk of flower shop. Clock reads 4:00. Customer is at counter as both women walk out and hand her the arrangement.	
	CUSTOMER: It's perfect! Thenk kew dahlings...ta ta!
Customer walks off camera. The shopkeepers look at each other relieved. MUC of their faces as a loud crash is heard off camera; both women look at each other and their faces fall.	
	ANNOUNCER: Your public library. We're as close as your phone.
	CUSTOMER: Oh daahlings....
TITLE CARD	Tag info

LIO/DOE
Get Smart With Us TV Campaign
TV #2/:30

Peter Barton Productions
July 20, 1981
Draft #2

CONSTRUCTION WORKERS

VIDEO	AUDIO
EXT. DAY MS/2-SHOT Two construction workers are on an incomplete structure. Camera gives the impression that they are several stories up. One worker is eating his lunch, the other.(black), is standing making measurements and computations on a clipboard.	WORKER #1: (eating) I sure wish I could do that, but I can't even keep my checking account straight! WORKER #2: I know...I used to have the same problem. WORKER #1: You did? What did you do about it? #2: I went to the library to get some books on math, and they told me about a free class in math...y'know, community education..it really helped. And it was easy.
Worker #1 looks at his watch.	#1: Really? I wish I had the time to go down there right now! #2: You don't have to..just give them a call and they'll give you the information.
Worker #1 opens his lunch box and pulls out a telephone receiver.	#1: Hello? Public library? ANNOUNCER: It's OK to get smart with us. We're your public library.
Camera pulls back to reveal that the worker are only a few feet off the ground.	ANNOUNCER: Your public library. We're as close as your phone.
TITLE CARD	TAG INFO

LIO/DOE
Get Smart With Us TV Campaign
TV #3/:30

Peter Barton Productions
July 20, 1981
Draft #2

ELDERLY/PARK

VIDEO	AUDIO
EXT. DAY MS An elderly man and woman are sitting in the park throwing bread crumbs to birds. (Camera can't see the birds). They look bored.	MAN: I'm tired of doing this. What do you want to do? WOMAN: I don't know. (PAUSE) (She perks up) Hey! Myrtle told me she was taking a free class at the library about photography! MAN: (He perks up too) Photography! I was always interested in that! WOMAN: She says they have all kinds of free programs there.
A telephone receiver drops down from a tree limb next to the woman. She picks it up.	MAN: Let's give them a call and see what else they have to offer. WOMAN: Hello? Public library ANNOUNCER: It's OK to get smart with us. We're your public library.
Man and woman put motorcycle helmets on as camera pulls back to reveal that they are on mopeds. They rev their engines.	WOMAN: c'mon, let's go! ANNOUNCER: Your public library. We're as close as your phone.
TITLE CARD	TAG INFO

LIO/DOE
Get Smart With US TV Campaign
TV #4/ :60

Peter Barton Productions
July 20, 1981
Draft #2

FAMILY PROJECT

VIDEO	AUDIO
EXT DAY A family is in their backyard, all engrossed in some type of building project. A partially built structure is seen in part of the frame. They have blueprints spread on the picnic table. tools lying about, etc. The father is trying to read the blueprints while the rest of the family looks on.	FATHER: I think the overhang on the south side of the house should be longer than the one on the north side because that window will let in too much sunlight for...
Father looks at his son who has been shaking his head the whole time he's been talking.	FATHER: Why are you shaking your head? SON: Well Dad, for maximum solar efficiency southerly exposures require relatively smaller overhangs than northerly exposures; depending of course on the calculated azimuth which is contigent on the altitude of...
	DAUGHTER: Huh?
	MOTHER: How do you know that?
	SON: It's in some books I read at the library...
Father is facing towards the partially visible structure contemplating it.	FATHER: (muttering) I was sure it was the south side that needed,,,
The son is continuing his lecture on solar design to his dad who is not totally convinced. Mother and daughter look at each other exasperated.	SON: Actually Dad. it's all depend- on the relative orientation of the structure to the seasonal intensity of solar radiation, you see...

VIDEO	AUDIO
Mother moves toward structure as camera pulls back to reveal a half-built dog house. She reaches inside and pulls out a telephone, (a St. Bernard is lying contently inside).	DAUGHTER: Why don't we just call the library and ask them? SON: (in background)... the largest heat gains are on roof surfaces... MOTHER: Hello? Public library? ANNOUNCER: It's OK to get smart with us. We're your public library. SON: (background)...east-west orientations are difficult to control... ANNOUNCER: Your public library. We're as close as your phone.
TITLE CARD	TAG INFO

LIO/DOE
Get Smart With Us TV Campaign
TV #5/ :30

Peter Barton Productions
July 20, 1981
Draft #2

TEENAGERS/CAREER

VIDEO	AUDIO
EXT DAY Four or five teenagers are on a boat, (dressed in bathing suits, life jackets, etc.), doing various activities: Checking fishing lines, getting drinks from the cooler, etc. Camera centers on a boy and a girl who are talking.	GIRL: Only 3 weeks until we graduate... I can't wait!
	BOY: I can. I don't know what I want to do with my life...
	GIRL: Y'know Carol decided she wanted to be a computer engineer because she went through some books at the library that told her what jobs were in the most damand, the training she needs...even the salary she can expect!
	BOY: Really!
	GIRL: Why don't you just call the library, they'll help you get all the information you'll need.
Boy reaches into the cooler and pulls out a telephone receiver.	BOY: Hello? Public library?
	ANNOUNCER: It's OK to get smart with us. We're your public library.
	DAD: (off camera) Hang on kids!
Camera pulls back to reveal boat is hitched to a car that is pulling out of the household driveway.	ANNOUNCER: Your public library. We're as close as your phone.
TITLE CARD	TAG INFO

Council for Florida Libraries
We Do More Than Keep the Books
TV #3/30

WFW&M

LT. GOVERNOR WAYNE MIXSON

VIDEO	AUDIO
TIGHT SHOT ON LT. GOV. MIXSON STANDING NEXT TO STACK.	MIXSON: WHEN WE TALK TO BUSINESSES ABOUT MOVING TO FLORIDA, THEY WANT TO KNOW ABOUT OUR STATE'S RESEARCH AND INFORMATION SERVICES.
OPEN UP AS LT. GOV. MIXSON WALKS ALONG STACKS.	SMART BUSINESS EXECUTIVES KNOW THE VALUE OF THE PUBLIC LIBRARY.
	AT THE LIBRARY THEY CAN GET ACCURATE, UP-TO-DATE INFORMATION MOST OF THE TIME WITH JUST A PHONE CALL.
STOPS WALKING AND RESTS ARM ON BOOKCASE	IT'S EASY.....AND IT'S FREE
	THE LIBRARY WORKS FOR ME...
	IT CAN WORK FOR YOU.
TITLE CARD:	ANNCR: WE DO MORE THAN KEEP THE BOOKS--AT YOUR LIBRARY. THIS MESSAGE IS SPONSORED BY THE COUNCIL FOR FLORIDA LIBRARIES

SUSAN LEISNER

VIDEO	AUDIO
OPEN: HEAD SHOT OF MS. LEISNER. OPEN UP TO REVEAL THAT SHE IS SITTING IN A LIBRARY WITH MATERIALS IN FRONT OF HER.	AS OUR SOCIETY'S PACE INCREASES ALMOST DAILY, THE NEED FOR ACCURATE, UP-TO-DATE INFORMATION BECOMES INCREASINGLY VALUABLE. BUSINESS EXECUTIVES NEED TO KNOW TODAY'S CLIMATE.
STAND AND WALK TO STACKS.	WHEN I WRITE ARTICLES FOR BUSINESS PUBLICATIONS, THE PUBLIC LIBRARY IS ONE OF MY PRIME SOURCES OF INFORMATION.
PULL IN AS SHE CLOSES THE SPOT.	YOUR LIBRARY HAS ALL TYPES OF INFORMATION AND IT'S FREE. THE LIBRARY WORKS FOR ME, IT CAN WORK FOR YOU.
TITLE CARD	WE DO MORE THAN KEEP THE BOOKS -- AT YOUR LIBRARY.

Council for Florida Libraries
We Do More Than keep the Books
TV #1/30

BUELL DUNCAN, JR.

VIDEO	AUDIO
OPEN: TIGHT HEAD SHOT OF MR. DUNCAN SITTING.	BUSINESS EXECUTIVES ARE FREQUENTLY CALLED UPON TO GIVE SPEECHES TO CIVIC ORGANIZATIONS.
SUPER NAME	
BEGIN OPENING UP TO REVEAL HE IS SITTING AT A TABLE: OBVIOUSLY IN A LIBRARY.	WHEN I GET THOSE CALLS, I GO TO MY PUBLIC LIBRARY.
	OUR LIBRARIES OFFER A WEALTH OF ACCURATE, UP TO DATE, RESEARCH INFORMATION. THEY CAN PROVIDE
STANDS WITH BOOK IN HAND	YOU WITH ALL YOU NEED ON JUST ABOUT ANY SUBJECT.
MOVES AROUND TABLE AND SITS ON CORNER.	LIBRARIES ALSO OFFER OTHER SERVICES FOR BUSINESSES. AND, BEST OF ALL -- IT IS ALL FREE.
CLOSE IN TIGHT FOR ENDING.	THE LIBRARY WORKS FOR ME. IT CAN WORK FOR YOU.

WALTER REVELL

VIDEO	AUDIO
OPEN. TIGHT HEAD SHOT: OPEN UP AS MR. REVELL BEGINS WALKING TOWARD THE CAMERA, DOWN A ROW OF STACKS.	SUCCESSFUL BUSINESS EXECUTIVES ARE LOOKING FOR THREE THINGS...HOW TO STAY INFORMED. HOW TO IMPROVE THEIR PRODUCT OR SERVICE...AND HOW TO REDUCE THE COST OF DOING BUSINESS
CONTINUES WALKING	I FIND THAT THE PUBLIC LIBRARY HELPS MY COMPANY IN ALL THREE OF THESE AREAS.
STOPS -- GESTURES TO STACKS.	THE LIBRARY HAS THE ACCURATE, UP-TO-DATE INFORMATION IN ONE CONVENIENT PLACE. MOST LIBRARIES HAVE PROGRAMS TO HELP YOU EFFICIENTLY RUN YOUR BUSINESS. AND BEST OF ALL -- IT'S FREE.....
PULL IN TIGHT	THE LIBRARY WORKS FOR ME..... IT CAN WORK FOR YOU.....
TITLE CARD	WE DO MORE THAN KEEP THE BOOKS -- AT YOUR LIBRARY.

Council for Florida Libraries
We Do More Than Keep the Books
TV #2/30

WFW&M

J. HYATT BROWN

VIDEO	AUDIO
SHOT OPEN WITH TIGHT SHOT OF MR. BROWN. SUPER HYATT BROWN	AS WE CHANGE FROM AN INDUSTRIAL TO AN INFORMATIONAL SOCIETY, THE VALUE OF INFORMATION INCREASES
PULL BACK: MR. BROWN AT OUT COUNTER	AT MY INSURANCE COMPANY, WE HAVE RECENTLY LEARNED THE VALUE OF THE PUBLIC LIBRARY.
	INFORMATION IS EASY TO OBTAIN AND MORE IMPORTANTLY IT'S FREE.
TWO BOOKS UNDER ARM -- PLACES THEM ON CHECK OUT COUNTER.	AND, MANY LIBRARIES OFFER COURSES TO HELP BUSINESSES PERFORM BETTER.
LIBRARIAN STAMPS BOOKS.	GIVE THEM A CALL OR COME BY AND CHECK IT OUT.
PLACING SEVERAL BOOKS UNDER ARM.	THE PUBLIC LIBRARY WORKS FOR ME. IT CAN WORK FOR YOU.
TITLE CARD	WE DO MORE THAN KEEP THE BOOKS -- AT YOUR LIBRARY.